INDEX TO THE

BELL TELEPHONE MAGAZINE

Volume XLIV, 1965

Public Relations Department
AMERICAN TELEPHONE AND TELEGRAPH COMPANY
New York, New York 10007

BELL TELEPHONE MAGAZINE

VOLUME XLIV, 1965

TABLE OF CONTENTS

SPRING, 1965

Cover: Photograph Showing Solenoid Coils (ESS Components) Being Assembled at a Western Electric Plant

Bell Laboratories' Biggest Job, by *Theodore B. Merrill, Jr.* 2
Facing The Future 16
The School Dropout Problem, by *William C. Mercer and Kenneth P. Wood* 22
Portfolio — The Telephone Company in Action, by *Frank Lacano* 29
The Balance of Payments Dilemma, by *Thomas Sowell* 41
You're On Camera!, by *E. Robert Mason, Jr. and Henry Senber* 49
Good News For The Answering Services, by *John R. Clark, Jr.* 56
In This Issue 60
In The News 63

SUMMER, 1965

Cover: Futuristic Photograph of Succasunna Electronic Switching System

B.I.S. by *Donald R. Woodford* 2
Serving the Electric Power Industry, by *Robert W. Ehrlich* 14
Services for Special Needs, by *Dr. L. Holland Whitney* 25
To Understand And Be Understood, by *C. Earl Schooley* 33
ESS 'Upstat' 40
Whatever Happened to the Subjunctive?, by *Kermit Rolland* 46
Business Experiments with PICTUREPHONE Service, by *Eugene Lapé* 54
In This Issue 62
In The News 65

Prepared by
Mrs. M. G. McCormack
Public Relations Library
American Telephone and Telegraph Company

AUTUMN, 1965

Cover: Charcoal Sketch Depicting the Action of Men Coiling Undersea Cable As it is Fed Into Tanks on Cable Ship, *C. S. Long Lines,* Sketched for This Issue by Attilio Sinagra

New Dimensions in Customer Service, by *Lee C. Tait* 2
Introducing: The Trimline Telephone, by *Charles J. Sentenne* 8
Time and the Triangle, by *Clifton W. Phalen* 12
Assessment Centers Help Find Management Potential, by *Cabot L. Jaffee* 18
Portfolio – Long Lines in Action, by *Attilio Sinagra* 25
Telezonia, by *Alix L. L. Ritchie* 41
The Worst On Record 50
In This Issue 56
In The News 59

WINTER, 1965-66

Cover: Photograph of "Switchboard for Space", Symbolizing Bell System's Contribution to the Space Age

Docket Number 16258 2
GLDS 8
The Seven-Way Cost Study – An Economist's View 18
Heritage and Harmony 24
Blackout 32
The Laser Goes to Work 42
In The News 52

BELL TELEPHONE MAGAZINE

VOLUME XLIV, 1965

INDEX

		Issue	Page
A			
Accounting			
New Dimensions in Customer Service	Tait	Au'65	6
America, the Beautiful			
Heritage and Harmony (illus.)		Wi'65-66	25
Annual Report			
In The News (Roundup: 1965) (illus.)		Wi'65-66	52
Answering Services			
Good News For The Answering Services (illus.)	Clark	Sp'65	56
Architecture			
Heritage and Harmony (illus.)		Wi'65-66	28
Armed Services			
In The News (A.T.&T. Receives Air Force Citation) (illus.)		Au'65	61
Armored Cable Under Hudson (illus.)			
In The News		Sp'65	67-8
Art			
The Telephone Company in Action (illus.)		Sp'65	29
Artificial Larynx			
Services for Special Needs (illus.)	Whitney	Su'65	27
Assessment Center—see Personnel Assessment Program			
Assessment Centers Help Find Management Potential (illus.)	Jaffee	Au'65	18
A.T.&T. Receives Air Force Citation (illus.)			
In The News		Au'65	61
Automation			
New Dimensions in Customer Service	Tait	Au'65	7
Awards			
Heritage and Harmony (illus.)		Wi'65-66	31
In The News (A.T.&T. Receives Air Force Citation) (illus.)		Au'65	61
B			
Balance of Payments Dilemma, The	Sowell	Sp'65	41
Banking by Phone			
Your Amazing Telephone Line (illus.)		Sp'65	Back Cover
Bell Laboratories' Biggest Job (illus.) (conclusion of a 2-part article)	Merrill	Sp'65	3
Bell Labs Sled Probes Ocean Floor			
In The News		Au'65	64

		Issue	Page
Bell System Executive Management Seminar—see Seminars; see also Personnel—Management Training			
Bell Telephone Laboratories			
Bell Laboratories' Biggest Job (illus.) (conclusion of a 2-part article)	Merrill	Sp'65	3
ESS 'Upstat' (illus.)		Su'65	40
In The News (Bell Labs Sled Probes Ocean Floor)		Au'65	64
In The News (Electronic PBX)		Su'65	71
In The News (Epitaxial Transistor Patent)		Sp'65	67
In The News (Fold Two-Mile Laser Beam)		Su'65	69
In The News (High-Speed PCM)		Wi'65-66	55
In The News (Lasers Locked in Phase) (illus.)		Sp'65	65
In The News (Lunar Surface Properties) (illus.)		Au'65	61
In The News (New Wire Drawing Technique) (illus.)		Au'65	63
In The News (Speed Hearing)		Wi'65-66	56
In The News (Typesetting System) (illus.)		Wi'65-66	60
Navy Gun Control Systems (illus.)		Sp'65	Inside Front Cover
The Trimline Telephone (illus.)	Sentenne	Au'65	9
Billing Systems—see Accounting			
B.I.S. (illus.)	Woodford	Su'65	3
B.I.S.—see Business Information Systems			
Blackout (illus.)		Wi'65-66	33
Blackouts			
Blackout (illus.)		Wi'65-66	33
Blast-resistant Cables—see Equipment—Cables—Coaxial			
Blind Aids—see Telephones—Uses—Handicapped; see also Braille			
Bonbright, Dr. James C. (The Seven-Way Cost Study)		Wi'65-66	19
Braille			
In The News (Speed Hearing)		Wi'65-66	56
Services for Special Needs (illus.)	Whitney	Su'65	30
Buildings—Telephone			
Heritage and Harmony (illus.)		Wi'65-66	27
Business Experiments with PICTUREPHONE Service (illus.)	Lapé	Su'65	55
Business Information Systems			
B.I.S. (illus.)	Woodford	Su'65	3
New Dimensions in Customer Service	Tait	Su'65	6
C			
Cable Ships			
In The News (Fourth Transatlantic Cable) (illus.)		Su'65	65-6
Long Lines in Action (illus.)		Au'65	35
Cables—see Equipment—Cables			
Call Transfer—see Custom Calling Services			
Call Waiting—see Custom Calling Services			
Central Office Fire (illus.)			
In The News		Sp'65	68
Central Offices—see Plant—Central Office			
Charts			
Balance of Payments		Sp'65	42
Balance of Trade		Sp'65	43

		Issue	Page
Composition of Electric Power Systems in U.S. 1962		Su'65	16
How B.I.S. Serves Both Operational Needs and Management Needs		Su'65	12
Long-Range View of B.I.S. Showing Files in the Central Data Processor		Su'65	7
Per Cent Change in Prices Since Jan. 1, 1950		Wi'65-66	7
Relationship Between Customer, Service Representative, Central File and Its Products		Su'65	9
U.S. Gold Stock and Short-Term Liabilities to Foreigners		Sp'65	46
Clark, John R., Jr.			
Biographical sketch—portrait		Sp'65	62
Good News For The Answering Services (illus.)	Clark	Sp'65	56
Coin Phones—see Public Telephones			
Community Living—see Community Relations			
Community Relations			
Heritage and Harmony (illus.)		Wi'65-66	27
In The News (A.T.&T. Receives Air Force Citation) (illus.)		Au'65	61
The School Dropout Problem (illus.)	Mercer and Wood	Sp'65	24
Telezonia (illus.)	Ritchie	Au'65	44
Time and the Triangle (illus.)	Phalen	Au'65	12
Computers			
B.I.S. (illus.)	Woodford	Su'65	3
In The News (Project "LASA") (illus.)		Au'65	64
In The News (Telephone Quotation Service) (illus.)		Su'65	68
New Dimensions in Customer Service	Tait	Au'65	7
Construction			
In The News (Roundup: 1965) (illus.)		Wi'65-66	52
The Telephone Company in Action (illus.)		Sp'65	30
Conventions			
Time and the Triangle (illus.)	Phalen	Au'65	14
Costs—see Expense			
Covers			
Futuristic Photograph of Succasunna Electronic Switching System		Su'65	1
Photograph of "Switchboard for Space," Symbolizing Bell System's Contribution to the Space Age		Wi'65-66	1
Photograph Showing Solenoid Coils (ESS Components) Being Assembled at a Western Electric Plant		Sp'65	1
Sketch (by Attilio Sinagra) Depicting the Action of Men Coiling Undersea Cable As it is Fed Into Tanks on Cable Ship, *C. S. Long Lines*		Au'65	1
Crossbar Switching—see Equipment—Switching Systems			
Custom Calling Services			
In The News		Wi'65-66	53
Customer Relations—see Public Relations			

D

Damaged Equipment—see Plant—Restoration			
Data Transmission			
Facing The Future (illus.)		Sp'65	19
In The News (Gemini Launch Data System) (illus.)		Su'65	69
In The News (High-Speed Data Set)		Au'65	62
In The News (High-Speed PCM)		Wi'65-66	55

		Issue	Page
In The News (Project "LASA") (illus.)		Au'65	64
In The News (Type 5 DATASPEED Service)		Su'65	72
Daytime Interstate Rate Reductions			
In The News		Sp'65	63
Deaf Aids—see Telephones—Uses—Handicapped			
Defense			
In The News (A.T.&T. Receives Air Force Citation) (illus.)		Au'65	61
In The News (Miami-Boston Cable)		Su'65	66
In The News (NORAD Communications) (illus.)		Su'65	66
In The News (Unique Goggles) (illus.)		Wi'65-66	59
Navy Gun Control Systems (illus.)		Sp'65	Inside Front Cover
Disasters			
Tornado Damage (illus.)		Su'65	Inside Front Cover
Docket Number 16258 (illus.)		Wi'65-66	2

E

Earnings			
Docket Number 16258 (illus.)		Wi'65-66	2
In The News (Roundup: 1965) (illus.)		Wi'65-66	52
Easy Move Plan			
In The News		Wi'65-66	54
Economics			
The Balance of Payments Dilemma	Sowell	Sp'65	41
The Seven-Way Cost Study		Wi'65-66	19
Education			
In The News (Statewide ETV)		Au'65	62
The School Dropout Problem (illus.)	Mercer and Wood	Sp'65	22
Telezonia (illus.)	Ritchie	Au'65	41
Educational Television—see Television			
Ehrlich, Robert W.			
Biographical sketch—portrait		Su'65	62
Serving the Electric Power Industry (illus.)		Su'65	15
Electric Power Industry			
Serving the Electric Power Industry (illus.)	Ehrlich	Su'65	15
Electronic Central Office			
In The News (Custom Calling Services)		Wi'65-66	53
Electronic Data Processing			
B.I.S. (illus.)	Woodford	Su'65	5
Electronic PBX			
In The News		Su'65	71
Electronic Switching Systems (ESS)—see Equipment—Switching Systems			
Electronics			
Bell Laboratories' Biggest Job (illus.)	Merrill	Sp'65	5
B.I.S. (illus.)	Woodford	Su'65	3
Facing The Future (illus.)		Sp'65	16
In The News (Electronic PBX)		Su'65	66
Western Electric Miniaturization (illus.)		Su'65	Inside Back Cover

		Issue	Page
Employee Attitude Studies			
To Understand And Be Understood	Schooley	Su'65	37
Employee Relations—see Human Relations			
Employees—see Personnel			
Employment			
The School Dropout Problem (illus.)	Mercer and Wood	Sp'65	22
Epitaxial Transistor Patent			
In The News		Sp'65	67
Equipment			
Bell Laboratories' Biggest Job (illus.)	Merrill	Sp'65	7
In The News (Electronic PBX)		Su'65	71
In The News (Infra-red Bonding) (illus.)		Sp'65	66
In The News (Last Undersea Amplifier Tube) (illus.)		Sp'65	67
In The News ("Memory Services")		Su'65	71
In The News (New Wire Drawing Technique) (illus.)		Au'65	63
In The News (Typesetting System) (illus.)		Wi'65-66	60
In The News (Unique Goggles) (illus.)		Wi'65-66	59
Long Lines in Action (illus.)		Au'65	32-3
Western Electric Miniaturization (illus.)		Su'65	Inside Back Cover
Cables			
Heritage and Harmony (illus.)		Wi'65-66	25
In The News (Miami-Boston Cable)		Su'65	66
In The News (Trawler Damage to Cables)		Wi'65-66	59
Our Curious Wars with the Animal World (illus.)		Su'65	Back Cover
Cables—Coaxial			
In The News (Miami-Boston Cable)		Su'65	66
Cables—Submarine			
In The News (Armored Cable Under Hudson) (illus.)		Sp'65	67
In The News (Bell Labs Sled Probes Ocean Floor)		Au'65	64
In The News (Fourth Transatlantic Cable) (illus.)		Su'65	65-6
In The News (Last Undersea Amplifier Tube) (illus.)		Sp'65	67
In The News (TAT-4 In Service) (illus.)		Au'65	60
Long Lines in Action (illus.)		Au'65	34-7
Maintenance			
Blackout (illus.)		Wi'65-66	34
Poles			
Our Curious Wars with the Animal World (illus.)		Su'65	Back Cover
Switchboards			
Good News For The Answering Services (illus.)	Clark	Sp'65	56
Switching Systems			
Bell Laboratories' Biggest Job (illus.)	Merrill	Sp'65	3
ESS 'Upstat' (illus.)		Su'65	40
In The News (Infra-red Bonding) (illus.)		Sp'65	66
In The News (NORAD Communications) (illus.)		Su'65	66
In The News (Second No. 1 ESS)		Wi'65-66	57
ESS 'Upstat' (illus.)		Su'65	40
Etiquette			
Telezonia (illus.)	Ritchie	Au'65	41
Excise Tax—see Taxes			

		Issue	Page
Exhibits			
In The News (World's Fair '65)		Sp'65	65-6
Pint-Sized Phone Booth (illus.)		Sp'65	Inside Back Cover
Expense			
In The News (W. E. Price Reductions)		Sp'65	63
The Seven-Way Cost Study		Wi'65-66	19

F

Facing The Future (illus.)		Sp'65	16
Fairs			
In The News (World's Fair '65)		Sp'65	65-6
Pint-Sized Phone Booth (illus.)		Sp'65	Inside Back Cover
Federal Communications Commission			
Docket Number 16258 (illus.)		Wi'65-66	2
The Seven-Way Cost Study		Wi'65-66	19
Films—see Motion Pictures			
Finance			
The Balance of Payments Dilemma	Sowell	Sp'65	41
In The News (Roundup: 1965) (illus.)		Wi'65-66	52
The Seven-Way Cost Study		Wi'65-66	19
Fires			
In The News (Central Office Fires) (illus.)		Sp'65	68
Fold Two-Mile Laser Beam			
In The News		Su'65	69
Fourth Transatlantic Cable (illus.)			
In The News		Su'65	65-6
Frauds			
In The News (New Coin Phone) (illus.)		Wi'65-66	56
Future Telephone Service—see Telephone Service—Future			

G

Gemini Launch Data System (illus.)			
In The News		Su'65	69
Gemini Network (illus.)			
In The News		Sp'65	64
Gemini (Project)—see Space			
GLDS (illus.)		Wi'65-66	8
GLDS (Gemini Launch Data System)—see Space Communications			
Good News For The Answering Services (illus.)	Clark	Sp'65	56
Gorman, Paul A.—(W. E. Price Reductions)		Sp'65	63
Government			
The Balance of Payments Dilemma	Sowell	Sp'65	41
In The News (Excise Tax Repeal)		Su'65	65

H

		Issue	Page
Heritage and Harmony (illus.)		Wi'65-66	25
High-Speed Data Set			
In The News		Au'65	62-3
High-Speed PCM			
In The News		Wi'65-66	55
History			
ESS 'Upstat' (illus.)		Su'65	45
In The News (Transatlantic 50th) (illus.)		Au'65	59-60
Services for Special Needs (illus.)	Whitney	Su'65	27
Human Relations			
Assessment Centers Help Find Management Potential (illus.)	Jaffee	Au'65	18
To Understand And Be Understood	Schooley	Su'65	33
Whatever Happened to the Subjunctive? (illus.)	Rolland	Su'65	47
Hurricanes			
The Worst On Record (illus.)		Au'65	51

I

		Issue	Page
In The News			
Armored Cable Under Hudson (illus.)		Sp'65	67-8
A.T.&T. Receives Air Force Citation (illus.)		Au'65	61
Bell Labs Sled Probes Ocean Floor		Au'65	64
Central Office Fire (illus.)		Sp'65	68
Custom Calling Services		Wi'65-66	53
Daytime Interstate Rate Reductions		Sp'65	63
Easy Move Plan		Wi'65-66	54
Electronic PBX		Su'65	71
Epitaxial Transistor Patent		Sp'65	67
Excise Tax Repeal		Su'65	65
Fold Two-Mile Laser Beam		Su'65	69
Fourth Transatlantic Cable (illus.)		Su'65	65-6
Gemini Launch Data System (illus.)		Su'65	69
Gemini Network (illus.)		Sp'65	64
High-Speed Data Set		Au'65	62-3
High-Speed PCM		Wi'65-66	55
Infra-red Bonding (illus.)		Sp'65	66
Lasers Locked in Phase (illus.)		Sp'65	65
Last Undersea Amplifier Tube (illus.)		Sp'65	67
Lower PICTUREPHONE Service Rates		Su'65	71
Lunar Surface Properties (illus.)		Au'65	61
Magnetic Dialer (illus.)		Sp'65	66
"Memory Services"		Su'65	71
Miami-Boston Cable		Su'65	66
Nationwide LETS (illus.)		Wi'65-66	54
New Coin Phone (illus.)		Wi'65-66	56
New Wire Drawing Technique (illus.)		Au'65	63
NORAD Communications (illus.)		Su'65	65-6
Project "LASA" (illus.)		Au'65	64
Roundup: 1965 (illus.)		Wi'65-66	52
Second No. 1 ESS		Wi'65-66	57
Sensicall (illus.)		Wi'65-66	57

		Issue	Page
Service to Liberia		Su'65	71
75th Million Phone		Au'65	60
Speed Hearing		Wi'65-66	56
Statewide ETV		Au'65	62
TAT-4 In Service (illus.)		Au'65	60
Telephone with Headset (illus.)		Su'65	70
Telephone Quotation Service (illus.)		Su'65	68
TELSTAR Beacon Turned Off		Su'65	67-8
Type 5 DATASPEED Service		Su'65	72
Typesetting System (illus.)		Wi'65-66	60
Transatlantic 50th (illus.)		Au'65	59-60
Trawler Damage to Cables		Wi'65-66	59
Unique Goggles (illus.)		Wi'65-66	59
W. E. Price Reductions		Sp'65	63
W. E.'s Newest Plant (illus.)		Su'65	72
World's Fair '65		Sp'65	65-6
World's Telephones		Wi'65-66	58
Independent Telephone Companies			
In The News (Central Office Fire) (illus.)		Sp'65	68
Infra-red Bonding (illus.)			
In The News		Sp'65	66
Infra-red Radiation—see Research; see also Equipment			
Installation			
In The News (Easy Move Plan)		Wi'65-66	54
Interviews			
You're On Camera! (illus.)	Mason and Senber	Sp'65	49
Investigations			
Docket Number 16258 (illus.)		Wi'65-66	2
The Seven-Way Cost Study		Wi'65-66	19
J			
Jaffee, Cabot L.			
Assessment Centers Help Find Management Potential (illus.)		Au'65	18
Biographical sketch—portrait		Au'65	56
K			
Kappel, Frederick R.			
In The News (Roundup: 1965) (illus.)		Wi'65-66	52
Statement on computers		Su'65	12
Statement on service representatives		Su'65	9
L			
Lacano, Frank			
Biographical sketch—portrait		Sp'65	60-61
Portfolio—The Telephone Company in Action		Sp'65	29
Lapé, Eugene			
Biographical sketch—portrait		Su'65	64
Business Experiments with PICTUREPHONE Service (illus.)		Su'65	55
Laser Goes to Work, The (illus.)		Wi'65-66	43

		Issue	Page
Lasers			
In The News (Fold Two-Mile Laser Beam)		Su'65	69
In The News (Lasers Locked in Phase) (illus.)		Sp'65	65
In The News (Lunar Surface Properties) (illus.)		Au'65	61
The Laser Goes to Work (illus.)		Wi'65-66	43
Lasers Locked in Phase (illus.)			
In The News		Sp'65	65
Last Undersea Amplifier Tube (illus.)			
In The News		Sp'65	67
Law Enforcement Teletypewriter Service (LETS)—see Police Department Communications; see also Teletypewriter			
LETS (Law Enforcement Teletypewriter Service)—see Police Department Communications; see also Teletypewriter			
Long Distance			
Blackout (illus.)		Wi'65-66	38
Long Lines in Action (illus.)	Sinagra	Au'65	30
Long Distance Dialing			
Long Lines in Action (illus.)	Sinagra	Au'65	30
Long Lines Department			
In The News (Armored Cable Under Hudson) (illus.)		Sp'65	67-8
In The News (Service to Liberia)		Su'65	71
Long Lines in Action (illus.)	Sinagra	Au'65	25
To Understand And Be Understood	Schooley	Su'65	37
Long Lines in Action (illus.) (Sketched and Painted by Attilio Sinagra)		Au'65	25
Lower PICTUREPHONE Service Rates			
In The News		Su'65	71
Lunar Surface Properties (illus.)			
In The News		Au'65	61

M

Magicall—see Telephones—Automatic Dialers			
Magnetic Dialer (illus.)			
In The News		Sp'65	66
Management Progress Study—see Personnel Assessment Program			
Mapes, Charles M. (statement on ESS)		Sp'65	15
Maps			
Channel Facilities Furnished for Launch of Recent Gemini Missions		Wi'65-66	8
Interconnecting Power Transmission Network		Su'65	18
Long Distance Rate Reductions Since 1919		Wi'65-66	3
Gemini Launch Data System		Su'65	69
Nationwide LETS Network		Wi'65-66	55
Project Gemini Ground Communications		Sp'65	64
Marketing			
The Trimline Telephone (illus.)	Sentenne	Au'65	10
Mason, E. Robert, Jr.			
Biographical sketch—portrait		Sp'65	61-2
Mason, E. Robert, Jr. and Senber, Henry			
You're On Camera! (illus.)		Sp'65	49
McConnell, General J. P. (illus.)—Air Force Citation		Au'65	61

		Issue	Page
Medical Phone Services—see Telephone Service—Medical			
"Memory Services"			
In The News		Su'65	71
Memory Services—see Equipment; see also Telephone Service			
Mercer, William C.			
Biographical sketch—portrait		Sp'65	60
Mercer, William C. and Wood, Kenneth P.			
The School Dropout Problem (illus.)		Sp'65	22
Merrill, Theodore B., Jr.			
Bell Laboratories' Biggest Job (illus.) (Conclusion of a 2-part article)		Sp'65	3
Miami-Boston Cable			
In The News		Su'65	66
Microwave Radio Relay			
In The News (Statewide ETV)		Au'65	65
Long Lines in Action (illus.)		Au'65	26, 40
Military Communications			
In The News (NORAD Communications) (illus.)		Su'65	66
Motion Pictures			
Telezonia (illus.)	Ritchie	Au'65	44
Moving of Telephones—see Easy Move Plan			

N

NASCOM (National Aeronautics & Space Administration Communications System)—see Space Communications			
National Aeronautics & Space Administration Communications System (NASCOM)—see Space Communications			
Nationwide LETS (illus.)			
In The News		Wi'65-66	54
Navy Gun Control Systems (illus.)		Sp'65	Inside Front Cover
Network Management—see Long Distance			
New Coin Phone (illus.)			
In The News		Wi'65-66	56
New Dimensions in Customer Service	Tait	Au'65	3
New Jersey Bell Telephone Company			
ESS 'Upstat' (illus.)		Su'65	40
New Services			
In The News (Custom Calling Services)		Wi'65-66	53
New Wire Drawing Technique (illus.)			
In The News		Au'65	63
NORAD Communications (illus.)			
In The News		Su'65	66
NORAD (North American Air Defense)—see Defense; see also Military Communications			
Northwestern Bell Telephone Company			
In The News (Custom Calling Services)		Wi'65-66	53

O		Issue	Page
1A Telephone Answering System—see Answering Services; see also Equipment—Switchboards			
Our Curious Wars with the Animal World (illus.)		Su'65	Back Cover
P			
Patents			
In The News (Epitaxial Transistor Patent)		Sp'65	67
Personnel			
Assessment Centers Help Find Management Potential (illus.)	Jaffee	Au'65	18
The Telephone Company in Action (illus.)		Sp'65	29
To Understand And Be Understood	Schooley	Su'65	33
Management Training			
Facing The Future (illus.)		Sp'65	16
Operators			
Blackout (illus.)		Wi'65-66	40
Long Lines in Action (illus.)		Au'65	27-8
Put Yourself in Pedro's Place (illus.)		Wi'65-66	Back Cover
Services for Special Needs (illus.)	Whitney	Su'65	30
Training Programs			
The School Dropout Problem (illus.)	Mercer and Wood	Sp'65	24
You're On Camera! (illus.)	Mason and Senber	Sp'65	49
Personnel Assessment Program			
Assessment Centers Help Find Management Potential (illus.)	Jaffee	Au'65	18
Phalen, Clifton W.			
Biographical sketch—portrait		Au'65	57
Time and the Triangle (illus.)		Au'65	13
Phone Booths—see Public Telephones			
PICTUREPHONE—see Telephones—PICTUREPHONE			
Pint-Sized Phone Booth (illus.)		Sp'65	Inside Back Cover
Plant—Central Office			
Bell Laboratories' Biggest Job (illus.)	Merrill	Sp'65	3
In The News (Central Office Fire) (illus.)		Sp'65	68
In The News ("Memory Services")		Su'65	71
Plant—Restoration			
In The News (Trawler Damage to Cables)		Wi'65-66	59
Our Curious Wars with the Animal World (illus.)		Su'65	Back Cover
Tornado Damage (illus.)		Su'65	Inside Front Cover
The Worst On Record (illus.)		Au'65	51
Poles—see Equipment—Poles			
Police Department Communications			
In The News (Nationwide LETS) (illus.)		Wi'65-66	54
Power Failures—see Blackouts			
Press Relations—see Public Relations			
Prices—see Expenses			
Private Branch Exchange			
In The News (Electronic PBX)		Su'65	71

		Issue	Page
Private Line Services			
In The News (Telephone Quotation Service) (illus.)		Su'65	68
Serving the Electric Power Industry (illus.)	Ehrlich	Su'65	20
Project "LASA" (illus.)			
In The News		Au'65	64
Public Relations			
New Dimensions in Customer Service	Tait	Au'65	3
You're On Camera! (illus.)	Mason and Senber	Sp'65	49
Public Telephones			
In The News (New Coin Phone) (illus.)		Wi'65-66	56
Pint-Sized Phone Booth (illus.)		Sp'65	Inside Back Cover
Public Utilities			
Serving the Electric Power Industry (illus.)	Ehrlich	Su'65	15
Pulse Code Modulation			
In The News (High-Speed PCM)		Wi'65-66	55
Put Yourself in Pedro's Place (illus.)		Wi'65-66	Back Cover

R

Radio Telephony			
In The News (Service to Liberia)		Su'65	71
In The News (Transatlantic 50th) (illus.)		Au'65	59-60
Radio—Transoceanic			
In The News (Service to Liberia)		Su'65	71
Radio-TV Training Workshop—see Public Relations; see also Personnel—Training Programs			
Rates			
Docket Number 16258 (illus.)		Wi'65-66	2
In The News (Daytime Interstate Rate Reductions)		Sp'65	63
In The News (Lower PICTUREPHONE Service Rates)		Su'65	71
The Seven-Way Cost Study		Wi'65-66	19
Real-Time Concept—see Business Information Systems			
Recording Devices			
In The News (Speed Hearing)		Wi'65-66	56
Records Management			
B.I.S. (illus.)	Woodford	Su'65	7
Regulation—see Rates			
Research			
In The News (Infra-red Bonding) (illus.)		Sp'65	66
In The News (Lasers Locked in Phase) (illus.)		Sp'65	65
In The News (Lunar Surface Properties) (illus.)		Au'65	61
In The News (New Wire Drawing Technique) (illus.)		Au'65	63
In The News (Project "LASA") (illus.)		Au'65	64
In The News (Speed Hearing)		Wi'65-66	56
Navy Gun Control Systems (illus.)		Sp'65	Inside Front Cover
Services for Special Needs (illus.)	Whitney	Su'65	26
Rhetoric			
Whatever Happened to the Subjunctive? (illus.)	Rolland	Su'65	47

		Issue	Page
Ritchie, Alix L. L.			
Biographical sketch—portrait		Au'65	58
Telezonia (illus.)		Au'65	41
Rolland, Kermit			
Biographical sketch—portrait		Su'65	64
Whatever Happened To The Subjunctive? (illus.)		Su'65	47
Romnes, H. I.			
In The News (A.T.&T. Receives Air Force Citation) (illus.)		Au'65	61
In The News (75th Million Phone)		Au'65	60
Quotation on business information systems		Su'65	13
Roundup: 1965 (illus.)			
In The News		Wi'65-66	52

S

Sales Promotion—see Salesmanship			
Salesmanship			
Business Experiments with PICTUREPHONE Service (illus.)	Lapé	Su'65	55
Sandia Laboratories			
In The News (Unique Goggles) (illus.)		Wi'65-66	59
SCAMA (Station Conferencing and Monitoring Arrangement)—see Space Communications			
School Droput Problem, The (illus.)	Mercer and Wood	Sp'65	22
Schooley, C. Earl			
Biographical sketch—portrait		Su'65	63
To Understand And Be Understood		Su'65	33
Science			
In The News (Lunar Surface Properties) (illus.)		Au'65	61
Second No. 1 ESS			
In The News		Wi'65-66	57
Seminars			
Facing the Future (illus.)		Sp'65	16
Senber, Henry			
Biographical sketch—portrait		Sp'65	62
You're on Camera! (illus.)		Sp'65	49
Sensicall (illus.)			
In The News		Wi'65-66	57
Sensicall—see Telephones—Uses—Handicapped			
Sentenne, Charles J.			
Biographical sketch—portrait		Au'65	56
The Trimline Telephone (illus.)		Au'65	9
Seven-Way Cost Study, The		Wi'65-66	19
75th Million Phone			
In The News		Au'65	60
Service to Liberia			
In The News		Su'65	71
Services for Special Needs (illus.)	Whitney	Su'65	25
Serving the Electric Power Industry (illus.)	Ehrlich	Su'65	15

		Issue	Page
Simis, Theodore L. (comment on computers and data transmission)		Sp'65	19
Sinagra, Attilio			
Biographical sketch—portrait		Au'65	58
Long Lines in Action (illus.)		Au'65	25
Sowell, Thomas			
The Balance of Payments Dilemma		Sp'65	41
Biographical sketch—portrait		Sp'65	61
Space			
GLDS (illus.)		Wi'65-66	8
In The News (Gemini Launch Data System) (illus.)		Su'65	69
In The News (Gemini Network)		Sp'65	64
In The News (Lunar Surface Properties) (illus.)		Au'65	61
Space Communications			
GLDS (illus.)		Wi'65-66	8
In The News (Gemini Network) (illus.)		Sp'65	64
In The News (TELSTAR Beacon Turned Off)		Su'65	67-8
Speed Calling—see Custom Calling Services			
Speed Hearing			
In The News		Wi'65-66	56
Statewide ETV			
In The News		Au'65	62
Statistics			
In The News (World's Telephones)		Wi'65-66	58
Stock Exchange			
In The News (Telephone Quotation Service) (illus.)		Su'65	68
Storms			Inside
Tornado Damage (illus.)		Su'65	Front Cover
The Worst on Record (illus.)		Au'65	51
Surveys			
Assessment Centers Help Find Management Potential (illus.)	Jaffee	Au'65	18

T

Tait, Lee C.			
Biographical sketch—portrait		Au'65	56
New Dimensions in Customer Service		Au'65	3
TAT-4 In Service (illus.)			
In The News		Au'65	60
Taxes			
In The News (Excise Tax Repeal)		Su'65	65
Telemetry			
Serving the Electric Power Industry (illus.)	Ehrlich	Su'65	22
Telephone Company in Action, The (illus.)	Lacano	Sp'65	29
Telephone Development			
In The News (75th Million Phone)		Au'65	60
In The News (W. E.'s Newest Plant) (illus.)		Su'65	72
In The News (World's Telephones)		Wi'65-66	58
The Telephone Company in Action (illus.)	Lacano	Sp'65	30

		Issue	Page
Telephone Pioneers of America			
Time and the Triangle (illus.)	Phalen	Au'65	13
Telephone Quotation Service (illus.)			
In The News		Su'65	68
Telephone Quotation Service—see Stock Exchange; see also Computers			
Telephone Service			
B.I.S. (illus)	Woodford	Su'65	10
Blackout (illus.)		Wi'65-66	33
Facing the Future (illus.)		Sp'65	16
Good News for the Answering Services (illus.)	Clark	Sp'65	56
In The News (Custom Calling Services)		Wi'65-66	53
In The News (Easy Move Plan)		Wi'65-66	54
In The News (Magnetic Dialer) (illus.)		Sp'65	66
In The News ("Memory Services")		Su'65	71
New Dimensions in Customer Service	Tait	Au'65	3
Our Curious Wars with the Animal World (illus.)		Su'65	Back Cover
Put Yourself in Pedro's Place (illus.)		Wi'65-66	Back Cover
Services for Special Needs (illus.)	Whitney	Su'65	25
Serving the Electric Power Industry (illus.)	Ehrlich	Su'65	15
The Telephone Company in Action (illus.)	Lacano	Sp'65	29
The Worst on Record (illus.)		Au'65	51
You can sleep more safely because your telephone service never does		Au'65	Back Cover
Your Amazing Telephone Line (illus.)		Sp'65	Back Cover
Emergencies			
Blackout (illus.)		Wi'65-66	34
In The News (Central Office Fire) (illus.)		Sp'65	68
Put Yourself in Pedro's Place (illus.)		Wi'65-66	Back Cover
Tornado Damage (illus.)		Su'65	Inside Front Cover
Future			
Your Amazing Telephone Line (illus.)		Sp'65	Back Cover
Medical			
Services for Special Needs (illus.)	Whitney	Su'65	25
Your Amazing Telephone Line (illus.)		Sp'65	Back Cover
Telephone Usage—see Etiquette			
Telephone with Headset (illus.)			
In The News		Su'65	70
Telephones			
In The News (Telephone with Headset) (illus.)		Su'65	70
In The News (W. E.'s Newest Plant) (illus.)		Su'65	72
Services for Special Needs (illus.)	Whitney	Su'65	26
The Trimline Telephone (illus.)	Sentenne	Au'65	9
Attachments			
In The News (Sensicall) (illus.)		Wi'65-66	57
Automatic Dialers			
In The News (Magnetic Dialer) (illus.)		Sp'65	66
DATAPHONE			
In The News (High-Speed Data Set)		Au'65	62
PICTUREPHONE			
In The News (Lower PICTUREPHONE Service Rates)		Su'65	71

		Issue	Page
Pushbutton			
Your Amazing Telephone Line (illus.)		Sp'65	Back Cover
Telephones—Uses—Commercial			
Business Experiments with PICTUREPHONE Service (illus.)	Lapé	Su'65	55
In The News (Telephone Quotation Service) (illus.)		Su'65	68
Serving the Electric Power Industry (illus.)	Ehrlich	Su'65	20
Telephones—Uses—Handicapped			
In The News (Sensicall) (illus.)		Wi'65-66	57
In The News (Speed Hearing)		Wi'65-66	56
Services for Special Needs (illus.)	Whitney	Su'65	25
Teletrainer			
Telezonia (illus.)	Ritchie	Au'65	46
Teletypewriter			
In The News (Nationwide LETS) (illus.)		Wi'65-66	54
Television			
In The News (Statewide ETV)		Au'65	62
The School Dropout Problem (illus.)	Mercer and Wood	Sp'65	27
Telezonia			
Telezonia (illus.)	Ritchie	Au'65	41
Telezonia (illus.)	Ritchie	Au'65	41
TELSTAR—see Space Communications			
TELSTAR Beacon Turned Off			
In The News		Su'65	67-8
Thefts—see Frauds			
Three-Way Calling—see Custom Calling Services			
Time and the Triangle (illus.)	Phalen	Au'65	13
To Understand And Be Understood	Schooley	Su'65	33
Tornado Damage (illus.)		Su'65	Inside Front Cover
Tornadoes—see Disasters; see also Storms			
Touch-Tone—see Telephones—Pushbutton			
Tracking Stations—see Space; see also Space Communications			
Transatlantic 50th (illus.)			
In The News		Au'65	59-60
Transatlantic Telephone Cables—see Equipment—Cables—Submarine			
Transistors			
In The News (Epitaxial Transistor Patent)		Sp'65	67
In The News (Last Undersea Amplifier Tube) (illus.)		Sp'65	67
Transoceanic Communications			
In The News (Service to Liberia)		Su'65	71
In The News (Transatlantic 50th) (illus.)		Au'65	59-60
Transoceanic Radio Telephony—see Transoceanic Communications; see also Radio Telephony			
Trawler Damage to Cables			
In The News		Wi'65-66	59
Trimline Phones—see Telephones			
Trimline Telephone, The (illus.)	Sentenne	Au'65	9

		Issue	Page
Twistor			
Bell Laboratories' Biggest Job (illus.)	Merrill	Sp'65	2
Type 5 DATASPEED Service			
In The News		Su'65	72
Typesetting System (illus.)			
In The News		Wi'65-66	60
TWX—see Teletypewriter			
U			
Unique Goggles (illus.)			
In The News		Wi'65-66	59
W			
W. E. Price Reductions			
In The News		Sp'65	63
W. E.'s Newest Plant (illus.)			
In The News		Su'65	72
Western Electric Company			
Bell Laboratories' Biggest Job (illus.)	Merrill	Sp'65	3
Docket Number 16258 (illus.)		Wi'65-66	5
ESS 'Upstat' (illus.)		Su'65	40
In The News (Electronic PBX)		Su'65	71
In The News (Infra-red Bonding) (illus.)		Sp'65	66
In The News (Last Undersea Amplifier Tube) (illus.)		Sp'65	67
In The News (Telephone with Headset) (illus.)		Su'65	70
In The News (Unique Goggles) (illus.)		Wi'65-66	59
In The News (W. E.'s Newest Plant) (illus.)		Su'65	72
In The News (W. E. Price Reductions)		Sp'65	63
The Laser Goes to Work (illus.)		Wi'65-66	43
Navy Gun Control Systems (illus.)		Sp'65	Inside Front Cover
Western Electric Miniaturization (illus.)		Su'65	Inside Back Cover
Western Electric Miniaturization (illus.)		Su'65	Inside Back Cover
Whatever Happened To The Subjunctive? (illus.)	Rolland	Su'65	47
Whitney, L. Holland, M.D.			
Biographical sketch—portrait		Su'65	63
Services for Special Needs		Su'65	25
Wood, Kenneth P.			
Biographical sketch—portrait		Sp'65	60
Wood, Kenneth P. and Mercer, William C.			
The School Dropout Problem (illus.)		Sp'65	22
Woodford, Donald R.			
Biographical sketch—portrait		Su'65	62
B.I.S. (illus.)		Su'65	3
World's Fair—see Fairs; see also Exhibits			
World's Fair '65			
In The News		Sp'65	65-6
World's Telephones			
In The News		Wi'65-66	58

		Issue	Page
Worst on Record, The (illus.)		Au'65	51
Writing—see Rhetoric			
Y			
Your Amazing Telephone Line (illus.)		Sp'65	Back Cover
You're on Camera! (illus.)	Mason and Senber	Sp'65	49